

LEO BURNETT U.S.A.

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All's well that ends well.

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How's this for a happy ending? We put a quarter-inch of space at the end of our cigarette. It keeps your lips from touching the tar that builds up on the filter.

Flush filters can't do that. Which is why Parliaments Lights are so tastefully light. And that is a grand finale, indeed!



Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 10's.

Kings: Reg "tar," 0.8 mg/cigarette—SOFT: 0.5 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Dec. 81.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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